

Why You Lose Motivation

It's happened to you before. You've laid out your plans for the rest of your career, your promotion or new job.

- You're going to work on your presentation skills so you can get that promotion!
- Start a successful online business, make millions. WOW!
- Improve your network so you can close more sales. AMAZING!
- You're going to ask for help so you can improve.
- Work on learning a new skill so you can change careers.

Then the sun comes up, and all that motivation starts to waiver.

Your plan of action lasts a day or two and then you decide you're miserable. You reschedule once, wait for the next time and then you decide to stick with your mediocre career rather than pursue all those goals you laid out.

What happened?

Motivation is challenging to maintain after the initial excitement wears off.

Here's why:

1. **Planning is fun.** A lazy evening of dreaming about the promotion, executive or client visibility and profits; and all the zeros added to your bank account. **The path is as clear as the nose on your face.**

How can you not be motivated?

- Everything is easy in your head. Anyone can daydream and sketch out a plan.

The hard part is doing the actual work.

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